

November 28, 2011

---

## *easyhome* Ltd. Reaches a milestone in the USA with 50<sup>th</sup> store opening

**Mississauga, ON – November 28, 2011** – *easyhome* Ltd. (TSX: EH), Canada's largest and North America's third largest merchandise leasing company, growing provider of financial services and member of the VR Franchise Showcase, is proud to announce a new milestone with 50 stores in the US.

"We are growing stronger and growing bigger," said David Ingram, *easyhome's* President and Chief Executive Officer. "We are excited about *easyhome's* growth potential in the United States and are proud of our 50 store milestone in the US. The fantastic achievements in the US have been made possible by a great team effort of both corporate employees and our Franchise partners."

Springfield, Oregon shared the honor of being the 50<sup>th</sup> *easyhome* showroom to open in the US recently. John Birks was awarded this franchise location through *easyhome's* *Be a Contender* program and together with David Ingram and Bud Gates, opened its doors to the community.

The company believes that the US marketplace provides a striking opportunity. American consumers have a good understanding of merchandise leasing options and *easyhome* provides an attractive alternative to what is currently available in the market place. *easyhome* plans to continue to grow in the US and looks forward to what 2012 brings ahead.

### **About *easyhome* Ltd.**

As of November 8, 2011, *easyhome* Ltd. has 261 stores, including 43 franchised/licensed locations. The Company also operates 85 *easyfinancial* kiosks within existing *easyhome* stores, two stand-alone *easyfinancial* location and one national loan office. *easyhome* Ltd. is Canada's largest merchandise leasing company and the third largest in North America, offering top quality, brand-name household furnishings, appliances and home electronic products to consumers under weekly or monthly rental agreements through both corporate and franchise stores. In addition, the Company offers a variety of financial services, including loans, prepaid cards and cheque cashing through its *easyfinancial Services* business.

For more information, please contact:

Bob Wolan

VR Franchise Showcase

877-377-8722

Email: [bwolan@vrbb.com](mailto:bwolan@vrbb.com)